



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of: **GARY L. OVERHULTZ ET AL.** )

Serial Number: 10/665,540 )

Filed: September 18, 2003 )

Title: **IMPROVED ADVERTISING COMPLIANCE  
MONITORING SYSTEM** )

Art Unit: )

Confirmation No.: )

Attorney Docket No.: 323343600005 )

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P.O. Box 1450, Alexandria, VA 22313-1450  
On October 14, 2003

*Patricia A. Merrill*  
Patricia A. Merrill

MAIL STOP DD

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

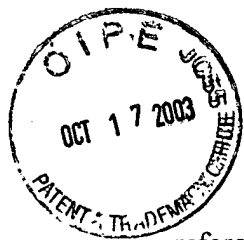
Dear Sir:

Applicants submit herewith patents of which they are aware, which they believe may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR 1.56. However, submitting this information is not intended to constitute an admission that any patent, publication or other information referred to herein either is "material" pursuant to 37 CFR 1.56 or is "prior art" for this invention.

In accordance with 37 CFR 1.97(g), (h), the filing of the Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(b) exists.

A list of patent(s) and/or publications is set forth on the attached Form PTOL-1449.

Copies of all available patents are supplied herewith for the Examiner's convenience.



It is respectfully submitted that the present invention is deemed patentable over the cited references, whether taken singly or in combination. Applicants are submitting these references for consideration by the Examiner and for purposes of entering these citations in the official file in order to comply with their duty of candor.

If a fee is due, the Patent Office is authorized to debit our deposit account number 10-1202.

October 14, 2003

Respectfully submitted,

Joseph H. Golant

Registration No. 27,210

JONES DAY

77 West Wacker Drive

Chicago, Illinois 60601-1692

(312) 782-3939

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to: **Mail Stop DD,** Commissioner for Patents, P.O. Box 1450, Alexandria, VA. 22313-1450 on October 14, 2003.

Patricia A. Merrill

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(Rev. 2-22)

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY DOCKET NO.

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(Use several sheets if necessary)

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## U.S. PATENT DOCUMENTS

| EXAMINER<br>INITIAL |  | DOCUMENT NUMBER |   |   |   |   |   |   | DATE     | NAME                 | CLASS | SUBCLASS | FILING DATE<br>IF<br>APPROPRIATE |
|---------------------|--|-----------------|---|---|---|---|---|---|----------|----------------------|-------|----------|----------------------------------|
|                     |  | 5               | 5 | 8 | 3 | 8 | 1 | 9 | 12/10/96 | Roesner et al.       |       |          |                                  |
|                     |  | 5               | 5 | 8 | 3 | 8 | 5 | 0 | 12/10/96 | Snodgrass et al.     |       |          |                                  |
|                     |  | 5               | 7 | 7 | 6 | 2 | 7 | 8 | 7/7/98   | Tuttle et al.        |       |          |                                  |
|                     |  | 5               | 8 | 9 | 4 | 2 | 6 | 6 | 4/13/99  | Wood, Jr. et al.     |       |          |                                  |
|                     |  | 5               | 9 | 1 | 0 | 7 | 7 | 6 | 6/8/99   | Black                |       |          |                                  |
|                     |  | 5               | 9 | 3 | 6 | 5 | 2 | 7 | 8/10/99  | Isaacman et al.      |       |          |                                  |
|                     |  | 5               | 9 | 4 | 9 | 3 | 3 | 5 | 9/7/99   | Maynard              |       |          |                                  |
|                     |  | 5               | 9 | 5 | 5 | 9 | 5 | 1 | 9/21/99  | Wischerop et al.     |       |          |                                  |
|                     |  | 5               | 9 | 6 | 3 | 1 | 3 | 4 | 10/5/99  | Bowers et al.        |       |          |                                  |
|                     |  | 5               | 9 | 6 | 4 | 6 | 5 | 6 | 10/12/99 | Lawler, Jr. et al.   |       |          |                                  |
|                     |  | 6               | 0 | 0 | 2 | 3 | 4 | 4 | 12/14/99 | Bandy et al.         |       |          |                                  |
|                     |  | 6               | 0 | 1 | 3 | 9 | 4 | 9 | 1/11/00  | Tuttle               |       |          |                                  |
|                     |  | 6               | 0 | 3 | 7 | 8 | 7 | 9 | 3/14/00  | Tuttle               |       |          |                                  |
|                     |  | 6               | 0 | 4 | 3 | 7 | 4 | 6 | 3/28/00  | Sorrells             |       |          |                                  |
|                     |  | 6               | 0 | 4 | 5 | 6 | 5 | 2 | 4/4/00   | Tuttle et al.        |       |          |                                  |
|                     |  | 6               | 0 | 7 | 0 | 1 | 5 | 6 | 5/30/00  | Hartsell, Jr. et al. |       |          |                                  |
|                     |  | 6               | 0 | 9 | 1 | 3 | 1 | 9 | 7/18/00  | Black et al.         |       |          |                                  |
|                     |  | 6               | 0 | 9 | 7 | 3 | 0 | 1 | 8/1/00   | Tuttle               |       |          |                                  |
|                     |  | 6               | 1 | 0 | 4 | 2 | 7 | 9 | 8/15/00  | Maletsky             |       |          |                                  |
|                     |  | 6               | 1 | 2 | 1 | 8 | 7 | 8 | 9/19/00  | Brady et al.         |       |          |                                  |
|                     |  | 6               | 1 | 2 | 1 | 8 | 8 | 0 | 9/19/00  | Scott et al.         |       |          |                                  |
|                     |  | 6               | 1 | 2 | 7 | 9 | 1 | 7 | 10/3/00  | Tuttle               |       |          |                                  |
|                     |  | 6               | 1 | 2 | 7 | 9 | 2 | 8 | 10/3/00  | Isaacman et al.      |       |          |                                  |
|                     |  | 6               | 1 | 3 | 3 | 8 | 3 | 6 | 10/17/00 | Smith                |       |          |                                  |
|                     |  | 6               | 1 | 5 | 0 | 9 | 2 | 1 | 11/21/00 | Werb et al.          |       |          |                                  |
|                     |  | 6               | 1 | 5 | 0 | 9 | 3 | 4 | 11/21/00 | Stiglic              |       |          |                                  |
|                     |  | 6               | 1 | 5 | 0 | 9 | 4 | 8 | 11/21/00 | Watkins              |       |          |                                  |
|                     |  | 6               | 1 | 6 | 9 | 4 | 8 | 3 | 1/2/01   | Ghaffari et al.      |       |          |                                  |
|                     |  | 6               | 1 | 7 | 7 | 8 | 6 | 1 | 1/23/01  | MacLellan et al.     |       |          |                                  |
|                     |  | 6               | 1 | 9 | 5 | 0 | 0 | 5 | 2/27/01  | Maloney              |       |          |                                  |
|                     |  | 6               | 1 | 9 | 5 | 0 | 0 | 6 | 2/27/01  | Bowers et al.        |       |          |                                  |
|                     |  | 6               | 2 | 0 | 4 | 7 | 6 | 4 | 3/20/01  | Maloney              |       |          |                                  |
|                     |  | 6               | 2 | 1 | 2 | 4 | 0 | 1 | 4/3/01   | Ackley               |       |          |                                  |
|                     |  | 6               | 2 | 1 | 5 | 4 | 0 | 3 | 4/10/01  | Chan et al.          |       |          |                                  |
|                     |  | 6               | 2 | 2 | 0 | 5 | 1 | 6 | 4/24/01  | Tuttle et al.        |       |          |                                  |
|                     |  | 6               | 2 | 2 | 9 | 4 | 4 | 5 | 5/8/01   | Wack                 |       |          |                                  |

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|---------------------|-------|-----------------|---|---|---|---|---|---|----------|---------------------|-------|----------|----------------------------------|
|                     |       | 6               | 2 | 3 | 2 | 8 | 7 | 0 | 5/15/01  | Garber et al.       |       |          |                                  |
|                     |       | 6               | 2 | 3 | 6 | 3 | 1 | 5 | 5/22/01  | Helms et al.        |       |          |                                  |
|                     |       | 6               | 2 | 4 | 6 | 8 | 8 | 2 | 6/12/01  | Lachance            |       |          |                                  |
|                     |       | 6               | 2 | 6 | 2 | 6 | 6 | 2 | 7/17/01  | Back et al.         |       |          |                                  |
|                     |       | 6               | 2 | 6 | 5 | 9 | 6 | 2 | 7/24/01  | Black et al.        |       |          |                                  |
|                     |       | 6               | 2 | 6 | 5 | 9 | 6 | 3 | 7/24/01  | Wood, Jr.           |       |          |                                  |
|                     |       | 6               | 2 | 7 | 2 | 4 | 5 | 7 | 8/7/01   | Ford et al.         |       |          |                                  |
|                     |       | 6               | 2 | 9 | 8 | 5 | 9 | 1 | 10/9/01  | Healy               |       |          |                                  |
|                     |       | 6               | 3 | 0 | 8 | 1 | 7 | 7 | 10/23/01 | Israni et al.       |       |          |                                  |
|                     |       | 6               | 3 | 0 | 8 | 4 | 4 | 6 | 10/30/01 | Healy               |       |          |                                  |
|                     |       | 6               | 3 | 1 | 2 | 1 | 0 | 6 | 11/6/01  | Walker              |       |          |                                  |
|                     |       | 6               | 4 | 0 | 5 | 1 | 0 | 2 | 6/11/02  | Swartz, et al.      |       |          |                                  |
|                     |       | 6               | 5 | 7 | 7 | 2 | 3 | 8 | 6/10/03  | Whitesmith et al.   |       |          |                                  |
|                     |       | 6               | 5 | 8 | 0 | 3 | 5 | 8 | 6/17/03  | Paul A. Nysen       |       |          |                                  |
|                     |       | 5               | 9 | 7 | 4 | 3 | 6 | 8 | 10/26/99 | Schepps et al.      |       |          |                                  |
|                     |       | 6               | 0 | 2 | 5 | 7 | 8 | 0 | 2/15/00  | Bowers et al.       |       |          |                                  |
|                     |       | 6               | 0 | 6 | 1 | 6 | 1 | 4 | 5/9/00   | Carrender et al.    |       |          |                                  |
|                     |       | 6               | 0 | 8 | 4 | 5 | 3 | 0 | 7/4/00   | Pidwerbetsky et al. |       |          |                                  |
|                     |       | 6               | 1 | 0 | 7 | 9 | 1 | 7 | 8/22/00  | Carrender et al.    |       |          |                                  |
|                     |       | 6               | 1 | 9 | 8 | 3 | 9 | 2 | 3/6/01   | Hahn et al.         |       |          |                                  |
|                     |       | 6               | 3 | 6 | 9 | 7 | 1 | 2 | 4/9/02   | Letkomiller et al.  |       |          |                                  |
|                     | 2001/ | 0               | 0 | 0 | 0 | 4 | 3 | 0 | 4/26/01  | Smith et al.        |       |          |                                  |
|                     | 2001/ | 0               | 0 | 0 | 1 | 5 | 5 | 3 | 5/24/01  | Hahn et al.         |       |          |                                  |
|                     | 2001/ | 0               | 0 | 0 | 4 | 2 | 3 | 6 | 6/21/01  | Letkomiller et al.  |       |          |                                  |
|                     | 2001/ | 0               | 0 | 5 | 4 | 9 | 5 | 9 | 12/27/01 | Horn et al.         |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 0 | 5 | 4 | 6 | 10/3/02  | Mark E. Tuttle      |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 3 | 6 | 6 | 8 | 10/3/02  | John C. Goodwin III |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 9 | 4 | 6 | 8 | 10/17/02 | Carrender et al.    |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 9 | 4 | 8 | 0 | 10/17/02 | Shanks et al.       |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 9 | 4 | 8 | 1 | 10/17/02 | Shanks et al.       |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 9 | 4 | 8 | 2 | 10/17/02 | Shanks et al.       |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 9 | 4 | 8 | 3 | 10/17/02 | Shanks et al.       |       |          |                                  |
|                     | 2002/ | 0               | 1 | 4 | 0 | 5 | 4 | 6 | 10/3/02  | Mark E. Tuttle      |       |          |                                  |
|                     |       | 6               | 2 | 5 | 3 | 1 | 9 | 0 | 6/26/01  | Sutherland          |       |          |                                  |
|                     |       | 6               | 2 | 6 | 9 | 3 | 4 | 2 | 7/31/01  | Brick et al.        |       |          |                                  |
|                     |       | 5               | 2 | 3 | 5 | 3 | 2 | 6 | 8/10/93  | Beigel et al.       |       |          |                                  |
|                     |       | 6               | 0 | 7 | 8 | 8 | 8 | 8 | 6/20/00  | Johnson, Jr.        |       |          |                                  |



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**OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)**

|  |   |
|--|---|
|  | Article re: "Mobilocity Inc.", Issue No. 60, Aug. 9, 2001 - M-Business Insights (15 pgs.)   |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "What will they think of next?," 11/11/01 (4 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Find your stuff," 11/11/01 (4 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Getting organized on RFID," 11/11/01 (2 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #10 Printronix," 11/11/01 (2 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #9 PeopleSoft/Vantive," 11/11/01 (2 pgs.)   |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #8 Hand Held Products, a Welch Allyn Affiliate," 11/11/01 (2 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #7 PSC," 11/11/01 (2 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #6 Texas Instruments," 11/11/01 (2 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #5 Lucent Technologies/Agere Systems," 11/11/01 (2 pgs.)  |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #4 Intermec," 11/11/01 (2 pgs.)   |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #2 Zebra Technologies," 11/11/01 (2 pgs.)   |
|  | Article re: <a href="http://www.frontlinetoday.com">http://www.frontlinetoday.com</a> , "Top 100 Companies: #1 Symbol Technologies," 11/11/01 (2 pgs.)  |
|  | Article re: <a href="http://www.emetro.ca/Computers/Software/Bar_Code/">http://www.emetro.ca/Computers/Software/Bar_Code/</a> , 11/11/01 (6 pgs.)   |
|  | Article re: <a href="http://www.webcrawler.com/business/supplies_and_services/bar_codes/general_suppliers/">http://www.webcrawler.com/business/supplies_and_services/bar_codes/general_suppliers/</a> , 11/11/01 (4 pgs.) |
|  | Article re: <a href="http://www.iop.co.uk/pakex2001.htm">http://www.iop.co.uk/pakex2001.htm</a> , 11/11/01 (8 pgs.)   |
|  | Article re: <a href="http://www.emetro.ca/Computers/Software/Bar_Code/">http://www.emetro.ca/Computers/Software/Bar_Code/</a> , 11/11/01 (16 pgs.)  |
|  | Article re: Frontline Solutions Website, May 2001 (4 pgs.)  |
|  | Article re: Speeding Through Store Checkout Lines, 5/16/01 (2 pgs.)   |
|  | Article re: (BW) (NJ-Checkpoint-Systems)(CKP) Checkpoint Systems Brings RFID Technology to Access Control Market With new Line of Readers and Cards, 10/1/01 (2 pgs.)   |
|  | Article re: Logistics: The No-Gap Procurement Process, 11/11/01 (pages 44-45)   |
|  | Press Release from Transponder News re: "Motorola announces BiStatix 125KHz RFID tag," 3/2/99 (2 pgs.)  |
|  | Press Release from Transponder News re: "RFID and home delivery boxes could revolutionize home laundry," 5/2/00 (2 pgs.)  |

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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